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P.2
UV-42

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Edward B. Knudson et al.

Application No.: 09/034,939

Confirmation No.: 4035

Filed : March 4, 1998

For : PROGRAM GUIDE SYSTEM WITH TARGETED
ADVERTISING

Group Art Unit : 2611

Examiner : Jason P. Salce

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OCT 23 2003

Technology Center 2600

New York, New York 10020
October 10, 2003

Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION

Sir:

This Reply is in response to the April 10, 2003
Office Action issued in connection with the above-
identified patent application. Reconsideration of this
application in view of the following remarks and amendments
is respectfully requested.

Amendments to the Claims are reflected in the
listing of claims which begins on page 2 of this paper.

Remarks begin on page 14.